

**KEEDRON BRYANT TEAMS WITH SISTER AIYANNA FOR
FESTIVE "LET IT SNOW" VIDEO**

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**FEATURED ON KEEDRON'S HOLIDAY EP *THE BEST TIME OF YEAR* –
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"['The Best Time of Year' is] a passionate and mature vocal performance from the budding superstar" – Associated Press

"Bryant's gospel-schooled voice recalls a young Michael Jackson" – New York Post

"Keedron Bryant Is on a Mission to Heal the World With His Music" – Complex

"voice of a revolution" – Interview Magazine

"a vocal prodigy" – Jacksonville.com



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ABOUT KEEDRON BRYANT:

Singing acapella on a smartphone-shot video, Keedron Bryant moved the world to tears with nothing more than his powerhouse voice and the declaration, *"I'm a young black man doing all that I can."* The 13-year-old Florida native's YouTube performance of "I JUST WANNA LIVE" surged around the globe as a clarion call for change and the unassuming soundtrack to a moment of revolution. He performed the song on *The Ellen DeGeneres Show* via FaceTime, and received acclaim from *Good Morning America*, *CNN*, *The Steve & Marjorie Harvey Foundation*, *Access Hollywood*, and *BBC News*. Will Smith incorporated the clip in his "No Justice, No Peace" montage, and LeBron James posted it on Instagram with the caption, *"I LOVE YOU KID! I LOVE US!"* None other than President Barack Obama also cited it. Keedron's work as a young activist continued with his collaborative performance of Jermaine Dupri's "Change" at the Biden/Harris "I Will Vote" concert and his work on the *I Can't Breathe / Music For the Movement* EP, released in tandem by ESPN's *The Undefeated* and Disney Music Group

Born in Sicily to minister parents, Keedron began singing at just five-years-old. Attending church regularly, he developed a passion for gospel music. The budding talent first turned heads on season four of *Little Big Shots*. Represented by Heather Beverly, Esq. in association with Tabettha Plummer, Esq., and legendary producer Dem Jointz, Keedron catapulted to the top of the conversation in 2020, landing a deal with Warner Records and releasing the official "I JUST WANNA LIVE" single as his debut. With R&B energy, soul range, and gospel power, he will undoubtedly make a major impact.



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